

King, Valerie A.

From: Kimberly Prchal [Kimberly.Prchal@mdsps.com]
Sent: Monday, August 18, 2003 4:26 PM
To: valerie.a.king@pmusa.com
Cc: Peggy Niana; Vinny Andoloro; Salvador Obregon; Amel Nasic
Subject: FWD: MDS Smokers Campaign Ideas

Sensitivity: Confidential



FWD: MDS Smokers
Campaign Idea...

Valerie,

Attached is print advertising proposed by MDS PHX site for the upcoming Marlboro study. We would like to start off our campaign with this more specific ad.

I did receive your response to the proposed specific LNK ads and have informed Peg, PHX recruiting manager, that similar changes will need to be mad to the PHX ads prior to final approval.

We have print advertising set to go on 25 Aug and would like to use these ads. Please let myself or Peg know if you need further information.

Thanks
Kim

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